

# 4 tips to make your ads impossible to ignore

After reading this, making an ad will be child's play for you.

Today I want to talk about making your ad so compelling that your prospect will drool in wonder.

If you're reading, chances are you've tried everything to improve your ad.

Well...

You're missing out on a crucial mistake.

And that mistake originates in your head...

## The mentality changes.

If I ask you to name a popular ad I bet you'd name Coca-Cola's or some other big brand advert.

That's because we grew up watching those ads.

Our view of advertising is influenced by what we consider a successful ad and, consequently, what we see on television.

As I've covered in **this** [🔗](#) article, that's not the case.

There I explain what's mass marketing.

To change our mindset we have to understand:

1. Mass marketing doesn't work
2. To make mass marketing work you need lots of money
3. Even when you have money, mass marketing is ineffective.

You might be asking yourself:

Why?

...

# **Your product is not for everyone.**

When we sell something we search for a problem to solve:

Let's take a chiropractor, his selling point is aimed at people with back pain or scoliosis.

Now let's pretend we want to sell to every person on the planet.

How are we going to decide our selling point?

We are going to exclude some people, it's inevitable, and that's good.

If we have a better chance to sell something to some people it means that we can spend less on reach.

You already know where to aim.

Quality > quantity

There's always a niche that works better for a kind of product.

How to find it?

# **Know your customer.**

If you don't have any, study the reviews of your competitors:

Who's their usual customer?

Where are most of them from?

What's their job?

Married?

...

When you know your customer you know how to reach them effectively and you know what problem they want to solve.

My advice is to make a list of interests, location, age, ethnicity, job, and reasons why they bought the product.

Find at least 20 customers from different stores and use their data to fill the list.

The more stores you choose the better.

Then you have the blueprint of your audience.

Now that we know our audience we have to...


## Understand our product.

Imagine hosting a podcast and your guest is your product.  
You sit on the chair, millions of people watching on their toes...  
And you have no idea what to say.

I don't want you to become an expert but at least know something, just enough to have a clue on what you're selling and who you're selling it to.

Why do you think shop clerks take training courses on their products?  
Surely not because they are in love with the product itself, it's because they can recommend it to the right people.

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P.S. If you need help with ads for your business, feel free to get in touch. Fill out the form **here**  and one of my team members will be in touch to see if we're a good match.